

FILE

1969

SEPTEMBER 29

fashion calendar

29th year • issued weekly

JANUARY	FEBRUARY	MARCH	APRIL
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, SEPTEMBER 29, 1969

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 25 11:30 A.M. Brunch	FASHION SHOW IN NEW SALON Richard Tam will show his collection. By invitation only. Publicity: Geraldine Shepard Associates, TR. 6-1040.	SARA FREDERICKS	27 WEST 57TH STREET SALON
Sunday Sept. 28 5:00 P.M.	SPRING OPENING IN LOS ANGELES By invitation. Thereafter by appointment. Contact: 213-MA. 7-0806.	HELGA (722 SO. L.A. ST.)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.
Beginning Sunday Sept. 28	SPRING COLLECTIONS IN CALIFORNIA Spring collections by member firms: Helen Bass; Georgia Bullock; Charles Cooper; Cooper Couture; Wayne Fuller; Bert Geiger; Harrods California; Helga; Michaelson; Sebastian; Stanley Nelson; Ernst Strauss; Travilla; Werle. Contact: Marjorie Carne, 213-627-1034 (L.A.).	LOS ANGELES FASHION GUILD (110 EAST 9TH STREET)	INDIVIDUAL SHOWROOMS
Sunday Sept. 28- Oct. 1	SPRING '70 MARKET WEEK "Fashion Fling"--over 300 BAMA members will present boys' and young men's apparel and accessories. Fashion show produced by Michael Brown and commented by John Weitz. Cocktail performances: Sept. 28, 29 (tickets: \$10); breakfast performances: Sept. 29, 30 (tickets: \$5.00). Contact: Robert Gur-Arie, 594-5130.	BOYS' & YOUNG MEN'S APPAREL MFRS. ASSN.	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
Sunday Sept. 28- Oct. 1	SCANDINAVIAN FASHION WEEK, Bella Center, Copenhagen, Denmark. Showings by leading ready-to-wear manufacturers from Denmark, Finland, Norway, Sweden. Contact: Colvin, Kaplan, Ross, 22 West 48th Street, CI. 7-3300.		
Sunday Sept. 28- Oct. 3	CHICAGO MENSWEAR & BOYSWEAR MARKET Holiday-Cruise market. Contact: 312-527-4141.	MEN'S & BOYS' CLUB	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Sept. 29 9:30 A.M. Coffee	PRESS PREVIEW: FALL-WINTER FURS Preview of fur fashions. <u>Show promptly at 10:00 A.M.</u> By invitation. Publicity: Vera Bacal, CI. 7-1388.	MAXIMILIAN FURS	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Monday Sept. 29 10:00 A.M. Breakfast	PRESS PREVIEW: "EXOTICA SHOP" Preview of new shop (4th floor) featuring ready-to-wear and home furnishings from around the world. <u>(For Release, Mon., Sept. 29.)</u> By invitation. Publicity: Olga Soffer, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	9TH FLOOR
Monday Sept. 29 11:30 A.M.	SPRING COLLECTION IN CALIFORNIA By invitation. Thereafter by appointment. Contact: 213-627-5257.	BERT GEIGER FOR CAMPIONI	122 EAST 7TH STREET LOS ANGELES, CALIF.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29 3:30 P.M.	RESORT COLLECTION IN CALIFORNIA By invitation. Thereafter by appointment. Contact: 213-627-4616 (L.A.).	IRENE BY HUBERT LATIMER	122 EAST 7TH STREET LOS ANGELES, CALIF.
Monday Sept. 29 5:30 P.M.- 7:00 P.M.	MONDAY NIGHT: DESIGNER NIGHT Showing of designs by Jeannemarie Volk of Doodles. Publicity: Olga Soffer, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR JUNIOR SIZE CENTER Open to public.
Monday Sept. 29 6:00 P.M.	CUSTOMER SHOWING OF EVENING WEAR By Harry Striebel for David Morris. Publicity: Adrienne Seiden, OR. 5-1000 Ext. 388.	FRANKLIN SIMON	33 WEST 34TH STREET 2ND FLOOR
Monday Sept. 29 6:30 P.M. Cocktails Supper	BOYS' WEAR FASHION SHOW "Snap Shots"--showing of boys' fashions featuring Fortrel. M.C.: Robert Q. Lewis. By invitation. <u>Show at 7:30</u> , followed by buffet supper. Contact: Bob Chigrinsky, TN. 7-2000.	CELANESE; CHIPS 'N TWIGS	ESSEX HOUSE 160 CENTRAL PARK SOUTH
Beginning Monday Sept. 29	OPENING OF FABIANI COLLECTION Rainwear, coats, dresses, suits, pants costumes for Resort and Spring. Contact: LA. 4-9862. Publ: Sue Gardner, 98 Riverside Dr., TR. 7-4952.	FEDER FASHIONS	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Sept. 29	SPRING COLLECTION IN CALIFORNIA Continuous showings. Contact: Sylvan Rich, 213-623-3338.	JON MANDL FOR RICHARD TAM II	CALIFORNIA MART LOS ANGELES, CALIF.
Begining Monday Sept. 29	RESORT-EARLY SPRING COLLECTION Designed by Francesca Vitiello. Contact: LO. 4-6060.	MR. GEE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Sept. 30 12:00 Noon Luncheon	PREVIEW OF SWIMWEAR '70 Preview of Robby Len (div. Genesco) showing 1970 swim and beachwear collection. By invitation. Contact: MU. 5-4794 or 724-9988.	ROBBY LEN (1410 BROADWAY)	GALLERY OF MODERN ART COLUMBUS CIRCLE
Tuesday Sept. 30 12:00 Noon Luncheon	PREVIEW OF NEW FLIGHT WARDROBE Introduction of new flight wardrobe and marketing theme for Eastern at luncheon for press. By invitation. Publicity: Joyce Martin, 956-7982.	EASTERN AIRLINES (10 ROCKEFELLER PLAZA)	HOTEL PIERRE GRAND BALLROOM
Tuesday Sept. 30 12:30 P.M. Luncheon	COUTURE COLLECTION AT LUNCHEON SHOW Fall and Winter fashions. Reservations (\$5.75): PL. 9-7010. Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	TIZIANI OF ROME	HOTEL PLAZA TERRACE ROOM
Sept. 30	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, OX. 5-5100		
Tuesday Sept. 30 3:00 P.M.	PRESS PREVIEW: MADE-TO-ORDER FURS Press preview of custom-order furs designed by Emeric Partos. By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR FUR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 4:00 P.M.	SHOWING OF NEW COLLECTION By invitation. Thereafter by appointment. Contact: PL. 7-4920.	RAYMOND MARTIER	29 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Tuesday Sept. 30 4:30 P.M. Cocktails	"HANDS BEAUTIFUL" Presentation of a "new cosmetic concept in fashion gloving". By invitation. Publicity: Barbara Kling, LT. 1-8024.	ARIS GLOVES (10 EAST 38TH STREET)	RAINBOW GRILL 30 ROCKEFELLER PLAZA
Tuesday Sept. 30 5:30 P.M. Cocktails	RESORT-SPRING IN CALIFORNIA By invitation. Thereafter by appointment. Contact: Dick Steiner, 213-627-5427 (L.A.).	ESTEVEZ FOR NEAL	719 SOUTH L.A. STREET LOS ANGELES, CALIF.
Tuesday Sept. 30 6:30 P.M.- 8:30 P.M.	FOURTH SESSION: CAREER COURSE "Cosmetics". Speakers: Jacqueline Brandwynne, Benton & Bowles; Jessica Canne, <u>Vogue</u> ; Frances Friedman, Avon Products; Sy Wassyng, Schwartz/Wassyng. Price: \$2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENG. CENTER 345 EAST 47TH STREET
Wednesday Oct. 1 10:45 A.M.	FALL FASHIONS AT BENEFIT SHOWING Presentation of Fall fashions by leading designers at a benefit by the Women's Committee, Boys Club of N.Y. By invitation. Publicity: Marjorie Angerson, PL. 9-2000.	BEST & CO.	3RD FLOOR
Wednesday Oct. 1 12:30 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON SHOW Fall coats and pantsuits. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	NAT HIRSCH FOR JUNIOR GALLERY	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Oct. 1 4:00 P.M. Cocktails	PREMIERE SHOWING: SWIMSUIT COLLECTION Showing of Geoffrey Beene collection and the Roxanne Resort collection of swimwear. By invitation. Thereafter by appointment at showroom, 1407 Broadway. Contact: 679-8060.	GEOFFREY BEENE FOR ROXANNE	THE FOUR SEASONS 99 EAST 52ND STREET
Wednesday Oct. 1 4:00 P.M.- 6:30 P.M.	SPRING AND SUMMER MENSWEAR PREVIEW Preview of Spring-Summer menswear collections.. (Thereafter in showroom, 1290-Sixth Avenue, 13th floor) <u>Show at 5:30</u> . By invitation. Contact: 246-4209.	SERO OF NEW HAVEN; COLLEGE HALL FASHIONS	S.S. FRANCE WEST 52ND STREET
Wednesday Oct. 1 6:15 P.M.	PRESS PREVIEW: MODEL ROOMS "The Beauty of Tradition Today". Publicity: Hillary Garrison, OR. 9-7800.	B. ALTMAN & CO.	7TH FLOOR
Beginning Wednesday Oct. 1	TODDLERS AND BOYS SPRING COLLECTION Shirts and sportswear. By reservation. Contact: 947-8100. Publicity: Janet Laib, UN. 1-0110.	ROB ROY	45 WEST 34TH STREET SHOWROOM - 5TH FLOOR
Thursday Oct. 2 8:30 A.M. Coffee	MENSWEAR FASHION PRESENTATION "International Trends Collection"--showing of men's fashions. <u>Show at 9:15</u> . For press, retailers, manufacturers. By invitation. Contact: Chip Tolbert, PL. 9-3232.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	AMERICANA HOTEL GEORGIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 2 12:00 Noon Luncheon	FUR FASHIONS AT LUNCHEON SHOW "The Fur in Your Life"--The Fashion Group's first entire fur show. Report & commentary by co-chairmen: Angela Cuccio, <u>Women's Wear Daily</u> ; Happie Reilly, Ruder & Finn. Prices: \$15.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Friday Oct. 3 9:30 A.M. Breakfast	PRESS PREVIEW: NEW LOUIS VUITTON BOUTIQUE The press is invited to meet M. Claude Vuitton at the opening of the Louis Vuitton Boutique of luggage and accessories. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	LUGGAGE DEPARTMENT 11 EAST 49TH STREET
Friday Oct. 3 11:00 A.M.	PRESS PREVIEW: RESORT AND SPRING Also Oct. 6, 7 at 11:00 A.M. By reservation. Contact: WI. 7-4968. Publicity: Ruth Hammer Associates, 246-4818.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sunday Oct. 5- Oct. 8	NATIONAL SHOE SHOW IN CHICAGO Sponsored by National Footwear Manufacturers Association; National Shoe Retailers Association; Volume Footwear Retailers of America; New England Footwear Association. Contact: Edward A. Launzel, 594-7606.	NATIONAL SHOE FAIR	PALMER HOUSE; HILTON; SHERATON-BLACKSTONE
Sunday Oct. 5- Oct. 8	SPRING FOOTWEAR IN CHICAGO Contact: Billie Gould, 2 Tudor City Place, 869-1675.	DESIGNER SHOE GUILD	HILTON HOTEL - 21ST FL. CHICAGO, ILLINOIS
Oct. 6	11:00 A.M., WRAGGE, 550 Seventh Avenue, 9th floor, WI. 7-4968		
Monday Oct. 6 12:00 Noon; 2:00 P.M.	RESORT-SPRING COLLECTION Also Oct. 7, 9, 13, 15 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Oct. 6 2:00 P.M.	RESORT-SPRING COLLECTION Also Oct. 13, 14, 17 at 11:00 A.M. By reservation.	GAYLE KIRKPATRICK	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR Contact: 524-7900.
Monday Oct. 6- Oct. 17	SPRING-SUMMER COLLECTION Showing of Spring-Summer collection by Hanae Mori. By appointment. Contact: Cathy Kilpatrick, 758-7760.	NIPPI NEW YORK	PLAZA HOTEL PRIVATE SUITE
Oct. 7	11:00 A.M., WRAGGE, 550 Seventh Avenue, 9th floor, WI. 7-4968		
Tuesday Oct. 7 11:45 A.M.	NEWS LUNCHEON FOR BEAUTY EDITORS By invitation only. Publicity: Gloria Blum, Daniel J. Edelman, 421-5422.	THE TONI COMPANY (CHICAGO)	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 7 12:30 P.M. Luncheon	PREVIEW OF REVILLON FUR COLLECTION Fall collection from Park Avenue Room and preview of Revillon fur collection by Fernando Sanchez. Benefit for Kips Bay Boys' Club. By invitation only. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR PARK AVENUE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 7	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, OX. 5-5100		
Tuesday	RESORT AND SPRING	B.H. WRAGGE	550 SEVENTH AVENUE
Oct. 7	KNIT COLLECTION	STITCHES	SHOWROOM - 9TH FLOOR
5:00 P.M.	By reservation. Contact: WI. 7-4968. Publ: Ruth Hammer Assoc., 246-4818.		
Oct. 8	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Wednesday	FASHION SHOW	RAINCHEETAHS BY	BARBETTA RESTAURANT
Oct. 8	AT LUNCHEON	NAMAN RAINWEAR	321 WEST 46TH STREET
12:30 P.M.	Fall collection of rainwear. By reservation (\$5.95): CI. 6-9171. Bar-		
Luncheon	betta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday	PRESS PREVIEW:	DIMITRI OF ITALY	THE GROUND FLOOR
Oct. 8	FALL-WINTER COLLECTION	(42 EAST 57TH STREET)	51 WEST 52ND STREET
3:30 P.M.	"The Classics of the 70's"--Fall-Winter collection. Contact: Oley Borris, 832-8550.		By invitation only.
Wednesday	SHOWING OF HANAE	JAPAN SILK ASSN	HOTEL PLAZA
Oct. 8	MORI COLLECTION		TERRACE ROOM
4:00 P.M.	Showing of fashions by Hanae Mori for press and buyers. (<u>Trade luncheon showing: Fri., Oct. 10, 12:30 P.M., Hotel Plaza.</u>)		By invitation only.
Cocktails	Producer and Commentator: Phyllis Youngheart, PL. 1-0752.		
Saturday	FASHION SHOWING	HOLY CROSS GREEK	N.Y. HILTON HOTEL
Oct. 11	AT BENEFIT LUNCHEON	ORTHODOX CHURCH	BALLROOM
12:00 Noon	Showing of Geoffrey Beene collection at luncheon. and commentator: Phyllis Youngheart, PL. 1-0752.		Fashion Show producer
Luncheon			Tickets: Harriet Anest, 435-1550.
Oct. 12-	INTERCHIC 2--International Women's Fashion Fair in West Berlin. Contact:		
Oct. 16	Berlin Fairs Dept., Roy Blumenthal Assoc., 1 E. 57th St., TE. 8-2930.		
Oct. 13	11:00 A.M., GAYLE KIRKPATRICK, 530 Seventh Avenue, 29th floor, 524-7900		
Oct. 13	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Monday	OPENING: RESORT-	TEAL TRAINA	550 SEVENTH AVENUE
Oct. 13	SPRING COLLECTION		SHOWROOM - 22ND FLOOR
1:00 P.M.	Also Oct. 14, 20, 21, 27, 28 at 1:00 P.M. By reservation. Contact: LA. 4-3520.		
Oct. 13	3:00 P.M., BILL BLASS FOR MAURICE RENTNER PRESS SHOW (see page 6)		
Monday	TWENTY-SEVENTH	COTY, INC.	ALICE TULLY HALL
Oct. 13	ANNUAL COTY AWARDS		LINCOLN CENTER
8:30 P.M.	American Fashion Critics' Awards to Stanley Herman of Mr. Mort and Victor Joris of Cuddlecoat. Return award to Anne Klein. Special awards to Adolfo, Halston, Julian Tomchin. By invitation only. (Black Tie) Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning	OPENING OF	ANNEMARIE GARDIN	550 SEVENTH AVENUE
Monday	SPRING COLLECTION		SHOWROOM - 4TH FLOOR
Oct. 13	By appointment. Contact: 594-5483.		
Oct. 13	FUR FORTNIGHT IN LONDON (Oct. 13-25)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 13	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Rod Owens, 279-2535.	BERT GEIGER-CAMPIONI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Oct. 13-	FALL ANTIQUES FAIR	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Oct. 19	Hours: 1:00 - 10:30 P.M., Mon. - Sat.; 1:00 - 5:00 P.M., Sun. Admission: \$2.50. Publicity: Mary Osborne, 683-9128.		
Monday Oct. 13-	SPRING KNITWEAR FROM ISRAEL	EIGHT ISRAELI MANUFACTURERS	ATID 111 WEST 40TH STREET
Oct. 24	The American Trade & Industrial Development with Israel center will present knit fashions by: Beit Shemesh, Dorina, Lukert, Elanit, Galia, Gabi, Derby, Jercolli--the Israeli knitwear industry's first major promotion in the U.S. By reservation. Director of ATID: Allen Bloostein. Contact: 594-5215.		
Tuesday Oct. 14 9:30 A.M.	OPENING OF SPRING COLLECTION Also Oct. 16, 21, 23 at 9:30. By reservation. Contact: WI. 7-4551.	JACQUES TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 14 11:00 A.M.	RESORT-SPRING COLLECTION Also Oct. 21, 23 at 11:00. Contact: Stuart Kreisler, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Oct. 14	11:00 A.M., GAYLE KIRKPATRICK, 530 Seventh Avenue, 29th floor, 524-7900		
Tuesday Oct. 14 12:00 Noon	OPENING: RESORT-SPRING COLLECTION Also Oct. 16 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Oct. 14 1:00 P.M.	OPENING OF SPRING COLLECTION Also Oct. 16, 21 at 1:00. By reservation. Contact: LO. 3-0988.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Oct. 14	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Tuesday Oct. 14 2:30 P.M.	OPENING OF SPRING COLLECTION Also Oct. 16, 21, 23 at 2:30. (Press Show: Mon., Oct. 13, 3:00 P.M. By invitation.) By reservation. Contact: LA. 4-6968.	BILL BLASS FOR MAURICE RENTNER	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Oct. 14	3:30 P.M., OSCAR DE LA RENTA PRESS SHOW, 550 Seventh Avenue (see page 7)		
Tuesday Oct. 14 4:30 P.M.	RESORT AND SPRING COLLECTION Also Oct. 20, 23 at 4:00. By reservation. Contact: OX. 5-1350.	JOHN MOORE	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 14 5:15 P.M.	FIRST COLLECTION IN NEW SHOWROOM Resort-Spring fashions by Angela. By invitation. Also Oct. 16, 21 at 5:15. By appointment. Contact: 695-7230.	ROSSINO-ANGELA	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Oct. 14	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Mr. Revell, CH. 4-7270.	RONDINA-MANZO	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 15 9:00 A.M. Breakfast	PRESS PREVIEW: WOMEN'S FOOTWEAR Showing of Red Ball's Spring-Summer collection of casual footwear. By invitation only. Contact: Bonnie Ackley, 219-522-2220.	RED BALL FOOTWEAR (MISHAWAKA, INDIANA)	ESSEX HOUSE GARDEN ROOM
Oct. 15	10:00 A.M., BRIGANCE FOR FORNAROTTO PRESS SHOW (see page 8)		
Wednesday Oct. 15 10:30 A.M.	OPENING OF RESORT- SPRING COLLECTION Also Oct. 22, 29 at 10:30. By reservation. <u>(Press Show: Oct. 14, 3:30.</u> <u>By invitation.)</u> Contact: LA. 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 15 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION By invitation. Thereafter by appointment. Contact: 279-3091.	PIERRE CARDIN NEW YORK	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
Wednesday Oct. 15 11:30 A.M.	PRESS PREVIEW: SPRING COLLECTION By invitation. Thereafter by appointment. Contact: PE. 6-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Oct. 15	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Oct. 15	1:00 P.M., CHESTER WEINBERG PRESS SHOW (see below)		
Wednesday Oct. 15 2:30 P.M.	"PART TWO" COLLECTION BY MARIE McCARTHY Also Oct. 21, 28 at 2:30. By reservation. Contact: CH. 4-1872.	ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Oct. 15 4:00 P.M.	OPENING OF SPRING COLLECTION Also Oct. 20, 22, 27 at 4:00. By reservation. <u>(Press Show: Oct. 15 at</u> <u>1:00 P.M. By invitation.)</u> Contact: CH. 4-3877.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Oct. 15 5:00 P.M. Cocktails	OPENING OF SPRING COLLECTION Show at 5:30. By invitation. Thereafter in Suite 223, by appointment. Contact: 550 E. 10th St., Oakland, Calif. 415-444-5070.	RICHARD TAM	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Oct. 15 6:30 P.M. Dinner	ANNUAL AWARD DINNER AND FASHION SHOW For benefit of Designers Creative Workshop. Chmn: Eugene Cogburn, Pres., Dan River Mills; Carl Rosen, Pres., Puritan. M.C.: Louis Laun, V.P., Celanese. Recipients of the 1969 Award are Burlington Industries and Sears, Roebuck. By invitation only. Contact: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS (1457 BROADWAY)	HOTEL PLAZA BALLROOM
Oct. 16	9:30 A.M., JACQUES TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Thursday Oct. 16 10:00 A.M.	RESORT-SPRING COLLECTION Also Oct. 21, 23 at 10:00 A.M. By reservation. Contact: CH. 4-2616.	ROXANNE FOR SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Oct. 21 11:00 A.M.	OPENING: SPRING COLLECTION By reservation. Contact: Don Fries, LO. 4-2155. <u>(Note Change of Date)</u>	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 16 11:30 A.M.	OPENING: RESORT- SPRING COLLECTION Also Oct. 21 at 11:30. By reservation. Contact: Maurice Geiss, 564-3857.	ANDREW WOODS	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Oct. 16	12:00 Noon, GEOFFREY BEENE, 530 Seventh Avenue, 12th floor, LW. 4-0454		
Oct. 16	12:00 Noon, MOLLIE PARNIS, 530 Seventh Avenue, 18th floor, BR. 9-5012		
Oct. 16	1:00 P.M., HANNAH TROY, 530 Seventh Avenue, 2nd floor, LO. 3-0988		
Thursday Oct. 16 2:00 P.M.	SHOWING OF RESORT- SPRING COLLECTION Also Oct. 21 at 2:00. By reservation. (Press Show: Wed., Oct. 15 at 10:00. By invitation.) Contact: Ralph Glassberg, 947-1717.	BRIGANCE FOR FORNAROTTO	48 WEST 37TH STREET SHOWROOM - 14TH FLOOR
Oct. 16	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Thursday Oct. 16 4:00 P.M.	OPENING OF SPRING COLLECTION Also Oct. 21, 23 at 4:00. By reservation. Contact: WI. 7-8235.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Oct. 16 5:00 P.M.	SPRING BLOUSES BY GAYLE KIRKPATRICK Private showing of initial collection by Gayle Kirkpatrick for Pilot Blouses. By invitation. Thereafter in showroom, 1407 Broadway, 14th floor. Contact: PE. 6-6800. Publicity: Elizabeth Winchester, LW. 4-0800.	PILOT BLOUSES (DIV. L'AIGLON)	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Oct. 16	5:15 P.M., ROSSINO-ANGELA, 530 Seventh Avenue, 18th floor, 695-7230		
Thursday Oct. 16 6:30 P.M.	SHOWING OF RESORT- SPRING COLLECTION By invitation. Contact: Geraldine Peterson, 685-3766.	SANT'ANGELO (24 EAST 38TH STREET)	PLACE TO BE ANNOUNCED
Beginning Thursday Oct. 16	OPENING OF SPRING COAT COLLECTION Continuous showings. Contact: Jay Stone, 563-5100.	RAINCHEETAHS BY NAMAN	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday Oct. 17 10:30 A.M.	OPENING OF SPRING COLLECTION Also Oct. 22 at 10:30. By reservation. Contact: LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Oct. 17	11:00 A.M., GAYLE KIRKPATRICK, 530 Seventh Avenue, 29th floor, 524-7900		
Monday Oct. 20 10:30 A.M.	SPRING COLLECTION By invitation only. Thereafter at showroom (11th floor) by reservation. Contact: Janet Bonomo or Gene Schweitzer, 594-5660.	LEO NARDUCCI (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday Oct. 20 11:00 A.M.	SPRING COLLECTION Also Oct. 20 at 3:00. (Press Show: Tues., Oct. 21, 3:00. By invitation.) Contact: Dorothy Herme, CH. 4-7270; Marie Lippi, 947-7326.	SARMI; NANDO COUTURE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Oct. 20	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 20 2:30 P.M.	SPRING COLLECTION BY BOB BUGNAND By reservation. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Oct. 20 3:00 P.M.	FALL AND WINTER COIFFURE FASHIONS Presentation of new coiffures. Fashion director and coordinator: R. Keith. Press by invitation. Tickets: \$20.00 each. Contact: Richard Petrolia, 22 E. 62nd St., 751-6240. Publicity: Marsha Gerber, PL. 2-2254.	INTERCOIFFURE- AMERICA	HOTEL PIERRE GRAND BALLROOM
Oct. 20	3:00 P.M., SARMI, 550 Seventh Avenue, 3rd floor, CH. 4-7270		
Oct. 20	4:00 P.M., JOHN MOORE, 550 Seventh Avenue, 24th floor, OX. 5-1350		
Oct. 20	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Monday Oct. 20 5:30 P.M.	PREVIEW: SPRING COLLECTION By invitation. Thereafter by appointment, Suite 301. Contact: Margaret Fleming, 122 E. 7th St., Los Angeles, Calif., 213-627-4616.	IRENE BY HUBERT LATIMER	HOTEL PLAZA CRYSTAL ROOM
Monday Oct. 20 5:30 P.M. Cocktails	PRESS-BUYER SHOW: SPRING MENSWEAR First collection of men's jump-and-sport suits, rainwear, capes. Cocktails following show. Buyers: 524-5855. Press: Miss Worley, 971-4780.	MICHAEL MAIELLO FOR WEATHERCRAFT(10 E. 33RD)	500 CLUB 500 SEVENTH AVENUE
Monday Oct. 20 5:30 P.M.	SHOWING OF ITALIAN READY-TO-WEAR Spring collection by Carosa of Rome. By invitation. Contact: PL. 5-2340.	MODA ROMANA	ST. REGIS MEZZANINE
Beginning Monday Oct. 20	SHOWING OF FRENCH READY-TO-WEAR Spring ready-to-wear by: Castillo, de Rauch, Lanvin, Laroche, Patou, Venet. By appointment. Contact: Marcia Goldberg, 755-7171. Publicity: Ruth Hammer Associates, 350 W. 51st St., 246-4818.	PARIS COLLECTIONS	1 EAST 54TH STREET SHOWROOM - 6TH FLOOR
Beginning Monday Oct. 20	YOUNG MEN'S SPRING COLLECTION Men's shirts, swimwear, sportswear. By reservation. Contact: Tony Margolis, 947-8100. Publicity: Janet Laib, UN. 1-0110.	STROBE	45 WEST 34TH STREET SHOWROOM - 5TH FLOOR
Oct. 21	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Oct. 21	10:00 A.M., SAMUEL WINSTON, 530 Seventh Avenue, 11th floor, CH. 4-2616		
Tuesday Oct. 21 10:00 A.M.	SHOWING OF RESORT- SPRING COLLECTION Also Oct. 22, 23 at 10:00 (Resort-Spring); Oct. 28 at 10:00 (Spring only). By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Oct. 21	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave., 23rd fl., LA4-9350		
Tuesday Oct. 21 11:30 A.M.	SPRING COLLECTION By reservation. Contact: LO. 4-9194. Publ: Betty Yarmon, TR. 9-7112.	BELLE SAUNDERS FOR ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Oct. 21	11:30 A.M., ANDREW WOODS, 550 - 7th Ave., 11th fl., 564-3857		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 21 12:00 Noon	OPENING OF SPRING COLLECTION Also Oct. 23 at 12:00 Noon. Contact: LA. 4-0237.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Oct. 21 1:00 P.M.	OPENING OF SPRING COLLECTION Also Oct. 22, 23, 28, 30 at 1:00 P.M. By reservation. Contact: PE. 6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Oct. 21	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3250		
Oct. 21	1:00 P.M., HANNAH TROY, 530 Seventh Avenue, 2nd floor, LO. 3-0988		
Oct. 21	2:00 P.M., BRIGANCE FOR FORNAROTTO, 48 W. 37th St., 14th floor, 947-1717		
Tuesday Oct. 21 2:30 P.M.	SPRING COLLECTION Designed by Ole Borden and Carmine Porcelli. By reservation. Also Oct. 28 at 2:30. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Oct. 21	2:30 P.M., ALDRICH, 530 Seventh Avenue, 12th floor, CH. 4-1872		
Oct. 21	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Oct. 21	3:00 P.M., SARMI PRESS SHOW (see page 8)		
Oct. 21	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235		
Oct. 21	5:15 P.M., ROSSINO-ANGELA, 530 Seventh Avenue, 18th floor, 695-7230		
Beginning Tuesday Oct. 21	SPRING COLLECTION BY ELEANOR BRENNER Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 21	SPRING COLLECTION BY TERRY MORTON Continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Oct. 22	10:00 A.M., ADELE SIMPSON, 530 Seventh Ave., 23rd fl., LA 4-7626 (Resort)		
Wednesday Oct. 22 10:30 A.M.	SPRING COLLECTION BY SHANNON RODGERS Showing at 10:30 and 1:30, by invitation only. Contact: Jeanne Dionne, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Oct. 22	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350		
Wednesday Oct. 22 11:30 A.M.	OPENING: SPRING COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Oct. 22	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 22	1:30 P.M., JERRY SILVERMAN, 530 Seventh Avenue, 25th floor, CH. 4-4940		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 22 2:30 P.M.	SPRING COLLECTION Also Oct. 28 at 2:30. By reservation. Contact: Maria Finkel, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Oct. 22	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Wednesday Oct. 22 5:00 P.M.	RESORT AND SPRING COLLECTION Also Thurs., Oct. 23 at 9:00 A.M. By reservation.	BABA	18 EAST 53RD STREET SHOWROOM - 9TH FLOOR Contact: PL. 2-0727.
Thursday Oct. 23 8:30 A.M. Breakfast	PREVIEW OF SPRING COLLECTION Show at 9:00, by invitation. (Thereafter continuous at showroom, 530 Seventh Avenue, 4th floor.) Contact: LW. 4-9000.	KASPER FOR JOAN LESLIE	HOTEL PLAZA BALLROOM
Oct. 23	9:00 A.M., BABA, 18 East 53rd Street, 9th floor, PL. 2-0727		
Oct. 23	9:30 A.M., TIFFEAU, 550 Seventh Avenue, 8th floor, WI. 7-4551		
Oct. 23	10:00 A.M., ADELE SIMPSON, 530 - 7th Ave., 23rd fl., LA 4-7626 (Resort)		
Oct. 23	10:00 A.M., SAMUEL WINSTON, 530 Seventh Avenue, 11th floor, CH. 4-2616		
Oct. 23	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 - 7th Ave., 23rd fl., LA. 4-9350		
Oct. 23	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237		
Thursday Oct. 23 12:00 Noon	OPENING: CRUISE- SPRING COLLECTION Also Oct. 30, Nov. 6 at 12:00 Noon. By reservation.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Contact: CH. 4-5693.
Thursday Oct. 23 12:30 P.M. Luncheon	SPRING LINGERIE PREVIEW Preview of Spring '70 foundations, lingerie, loungewear. For resident buyers, press. By invitation only. Contact: Johanna Lee, PL. 7-9600.	KAYSER/PERMA-LIFT (640 FIFTH AVENUE)	DELMONICO HOTEL CRYSTAL BALLROOM
Thursday Oct. 23 12:30 P.M. Luncheon	NINTH ANNUAL INT'L FABRICS FASHION SHOW Theme: "We Create"--men's and women's fashions by leading designers in home furnishings fabrics. Chmn: Geraldine Nicosia. Tickets: \$15.00 each, for benefit of NSID Educational Fund. Contact: NSID, 315 E. 62nd St., 838-5906. Publicity: Ted Materna Associates, 75 East 55th Street, PL. 3-3240.	NATIONAL SOCIETY OF INTERIOR DESIGNERS	N.Y. HILTON HOTEL BALLROOM
Thursday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION By reservation. Contact: WI. 7-9470.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Oct. 23	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 23	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, LA. 4-6968		
Thursday Oct. 23 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: COSMETIC PRESENTATION Presentation by Billy Mitros. By invitation only. Contact: Mary Robeson, EL. 5-2500 Ext. 1808.	HOLIDAY MAGIC COSMETICS (LOS ANGELES, CALIF.)	HOTEL PLAZA PLAZA 9

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 23	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235		
Oct. 23	4:00 P.M., JOHN MOORE, 550 Seventh Avenue, 24th floor, OX. 5-1350		
Friday	PRESS PREVIEW: TRAVILLA		HOTEL PLAZA
Oct. 24	SPRING COLLECTION (LOS ANGELES, CALIF.)		TERRACE ROOM
9:00 A.M.	By invitation only. (Beginning Wed., Oct. 22, by appointment.) Contact: Dolores Byers, 213-627-9154 (L.A.).		
Coffee			
Oct. 27	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 27	4:00 P.M., CHESTER WEINBERG, 498 Seventh Avenue, 10th floor, CH. 4-3877		
Tuesday	PRESS PREVIEW: WARNERS		90 PARK AVENUE
Oct. 28	SPRING LINGERIE		SHOWROOM - 12TH FLOOR
9:30 A.M.	Showing at 10:00. By invitation only. (Resident Buyers: Wed., Oct. 29,		
Breakfast	2:00 and 3:30. Contact: Kay Keniry, 661-1300 Ext. 296.) Contact: Marilyn Harding, 661-1300 Ext. 267.		
Oct. 28	10:00 A.M., ADELE SIMPSON, 530 - 7th Ave., 23rd fl., LA 4-7626 (Spring)		
Tuesday	OPENING OF GINO CHARLES		530 SEVENTH AVENUE
Oct. 28	SPRING COLLECTION		SHOWROOM - 4TH FLOOR
11:00 A.M.	Designed by Beverly Moyer and Bill de Natale. Contact: Robert Langman, 524-4510.		
Tuesday	MADAME GRES COUTURE	MUSICIANS EMERGENCY FUND	ST. REGIS
Oct. 28	AT BENEFIT LUNCHEON (745 FIFTH AVENUE)		ROOF
12:30 P.M.	Fall couture by Mme. Gres. Co-chmn: Mrs. William Randolph Hearst, Jr. and		
Luncheon	Mrs. Iva Patcevitch. Price: \$25.00. Contact: PL. 1-0530.		
Oct. 28	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Oct. 28	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 22nd floor, LA. 4-3520		
Oct. 28	2:30 P.M., ALDRICH, 530 Seventh Avenue, 126h floor, CH. 4-1872		
Oct. 28	2:30 P.M., REMBRANDT, 498 Seventh Avenue, 6th floor, LO. 4-3600		
Oct. 28	2:30 P.M., CHRISTIAN DIOR-N.Y., 498 Seventh Avenue, 17th floor, LO. 4-9220		
Oct. 29	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350		
Wednesday	OPENING OF MALCOLM CHARLES		530 SEVENTH AVENUE
Oct. 29	SPRING COLLECTION BY MORTON MYLES		SHOWROOM - 5TH FLOOR
12:00 Noon	By reservation. Contact: 594-3000.		
Oct. 30	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Avenue, 9th floor, CH. 4-5693		
Oct. 30	1:00 P.M., HARVEY BERIN, 530 Seventh Avenue, 7th floor, PE. 6-0206		
Nov. 3-	ITALIAN READY-TO-WEAR, PITTI PALACE, FLORENCE, ITALY. Contact: Centro di		
Nov. 7	Firenze per la Moda Italiana, Viale Gramsci 9/A, Florence.		
Nov. 8-	FRENCH READY-TO-WEAR, PARC DES EXPOSITIONS, PORTE DE VERSAILLES, PARIS.		
Nov. 13	Contact: 69, rue de Richelieu, Paris II, France.		

1970

JANUARY							FEBRUARY							MARCH						
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APRIL							MAY							JUNE						
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JULY							AUGUST							SEPTEMBER						
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OCTOBER							NOVEMBER							DECEMBER						
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